

Message Text

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ACTION EA-12

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UNCLAS WELLINGTON 03080

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: USDOC REGIONAL MARKET RESEARCH OFFICER ROGER
TURNER

REF: 77 WELLINGTON 5699

1. THE FY 79 COMMERCIAL ACTION PROGRAM FOR NEW ZEALAND,
WHICH WILL BE TRANSMITTED SHORTLY, INCLUDES PROVISION
FOR FIVE MARKET RESEARCH REPORTS, TWO OF WHICH RELATE
TO OUR CAMPAIGN ENTITLED "INSTRUMENTATION". ONE OF
THESE WOULD CONCENTRATE ON LABORATORY INSTRUMENTATION,
THE OTHER ON PROCESS CONTROLS.

2. WE BELIEVE THAT WE CAN PRODUCE THE OTHER THREE
STUDIES, WHICH WILL BE ON FOOD PROCESSING AND PACKAGING
(ALSO A CAMPAIGN), EQUIPMENT FOR THE PLASTICS INDUSTRY
(OUR THIRD CAMPAIGN), AND EQUIPMENT FOR THE NATURAL
GAS INDUSTRY, FROM OUR OWN STAFF RESOURCES. HOWEVER,
WE DOUBT THAT WE COULD PRODUCE THE TWO INSTRUMENTATION
STUDIES AND MEET OUR OTHER CAP COMMITMENTS, AS WELL.
WE BELIEVE THAT ALL FIVE STUDIES WILL PORTRAY GOOD
EXPORT PROSPECTS FOR THE U.S., AND ARE WORTHWHILE
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EFFORTS.

3. WE THEREFORE REQUEST THAT RMRO ROGER TURNER BE
DETAILED TO NEW ZEALAND TO PERFORM THE TWO INSTRUMENTATION
STUDIES. WE BELIEVE THAT SIX WEEKS WOULD SUFFICE, AND
PROPOSE THAT HE PERFORM THE RESEARCH IN SEPTEMBER/
OCTOBER 1978. TURNER DID A FINE JOB ON COMPUTERS, BUSINESS

EQUIPMENT AND HEALTH CARE EQUIPMENT LAST YEAR, AND
WE FEEL CONFIDENT THAT HE WOULD DO EQUAL JUSTICE TO
THE TWO INSTRUMENTATION THEMES. SHOULD OUR PROPOSED
TIMING BE INCONVENIENT, WE WISH TO EMPHASIZE THAT DUE
TO THE EXTENDED SUMMER VACATION PERIOD HERE, HE WOULD
FIND FEW BUSINESSMEN OR OFFICIALS TO INTERVIEW DURING
THE PERIOD END-NOVEMBER THROUGH MID-FEBRUARY.

4. WOULD APPRECIATE USDOC'S FAVORABLE CONSIDERATION
OF THIS REQUEST. HEALY

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